

IN THE CLAIMS

1. (currently amended) A dual-use product package comprising:

a non-food product;

a non-rigid base defining a cavity ~~holding~~ for packaging said non-food product at a point of sale of said non-food product, said cavity ~~configured~~ designed to ~~contain~~ transport food products that are not for sale once the non-food product is removed from said cavity;

a cover configured to close said cavity; and

a closure member fastening said cover to said base.

2. (original) A product package in accordance with claim 1 further comprising a handle attached to said base.

3. (original) A product package in accordance with claim 1 wherein said base is substantially rectangular.

4. (original) A product package in accordance with claim 1 wherein said closure member comprises a zipper mechanism.

5. (original) A product package in accordance with claim 1 wherein said closure member is located at or near a top edge of said base.

6. (original) A product package in accordance with claim 1 wherein said cover is integrally formed with said base, said cover folded over said base in a closed position.

7. (original) A product package in accordance with claim 1 wherein said non-food product constitutes footwear held in said cavity.

8. (previously presented) A product package in accordance with claim 1 wherein said cavity is configured for use as a lunchbox.

9. (original) A product package in accordance with claim 1 wherein said package includes an expandable section configured to hold either said non-food product in said cavity or a non-food product different from said non-food product in said cavity.

10. (currently amended) A product package in accordance with claim 1 wherein the food products ~~includes~~ include at least one of an edible food, a beverage, a beverage container, an eating utensil, a piece of flatware, a cooling block, and a napkin.

11. (original) A product package in accordance with claim 1 wherein said package is convertible into a duffel bag.

12. (original) A product package in accordance with claim 1 wherein at least one of said base and said cover is insulated wherein said package may function as a cooler.

13. (currently amended) A footwear package for the sale of footwear, said footwear package comprising:

a support surface;

a plurality of soft side walls extending from said support surface and defining a cavity for holding the footwear for sale above said support surface ~~at a point of sale of said footwear~~, wherein at least one of said side walls comprises a flap folded over the remaining side walls to define a cover over said cavity; and

a zipper selectively coupling and uncoupling said flap and said remaining side walls to pack and unpack the footwear for sale in said cavity.

14. (original) A footwear package in accordance with claim 13 further comprising a handle.

15. (original) A footwear package in accordance with claim 13 wherein at least one of said support surface and said side walls comprises a soft material and a stiffening element.

16. (currently amended) A footwear package in accordance with claim 13 wherein said zipper mechanism is located at or near a top edge of said ~~support surface~~ side walls.

17. (canceled)

18. (canceled)

19. (canceled)

20. (original) A footwear package in accordance with claim 13 further comprising an expandable section.

21. (currently amended) A footwear package in accordance with claim 13 further wherein said ~~base~~ footwear package is convertible into a duffel bag.

22. – 31. (canceled)